

To: "Powers" <powers@google.com>
From: "Matthew Liu" <matthewliu@google.com>
Cc: "Suzie Reider" <sreider@google.com>, "Jamie Byrne" <jbyrne@youtube.com>
Bcc:
Received Date: 2007-10-04 21:46:52 GMT
Subject: Re:

159

Figueira Decl. Tab

159

Hey,

So that is what Jamie and Suzie suggested at today's meeting so maybe there is some miscommunication. I think what they met was no free partner contests (but yes, sponsored contests make a lot of sense).

No need for me to participate. I am just note taker for this particular issue. Feel free to respond directly to the meeting notes after you guys reach consensus.

Matt

On 10/4/07, Powers <powers@google.com> wrote:

>
> Hi
> Suzie, Jamie, Jay and I have a meeting Friday to discuss Contest policies.
> Of the bullets both the 2nd and 3rd ones look suspect. Our current policy
> with BD is that partners can include contests on Brand Channels when there
> is a corresponding ad spend of \$500K (e.g. Swiffer is sponsoring a contest
> in January). On the international team we are taking them on a case by case
> basis until we internationalize the contest platform in Q1. In general we
> want to see an ad spend in international markets (e.g. ING bought a
> contest to correspond with the launch of YouTube Canada next month)
>
> Will let you know what comes out of the Friday meeting. If you feel the
> need to participate in that meeting let me know.
>
> Powers
>
> On Oct 4, 2007, at 12:31 PM, Matthew Liu wrote:
>
> Please subscribe to the new mailing list if you would like to receive
> these on an ongoing basis: yt-monetization-weeklyupdates* **
>
> **YVA (fka PVA)**
> *
>
> - Homepage Cutover scheduled for 10/10
> - Decision made to continue serving the video ad to WW
> audience but will be restricted to the .com site
> - Planning to run UI experiments post v24 with advertiser
> trial
>
> *InVideo*
>
> - Live campaigns include 1408, HP, MGM
> - Genre targeting launched for music partners
> - *100% conversion of premium watch pages to InVideo Style in v24*
>
> *Ads Creator*

- >
 - > - Making solid progress with Bangalore team
 - > - InVideo wizard and preview being implemented
 - > - Exploring billing options with Google Checkout
 - >
 - > *For Sale
 - > *
 - >
 - > - *Exploratory stages with Bangalore team*
 - >
 - > *YT Custom Taxonomy/Mapping*
 - >
 - > - Continuing efforts with Santa Monica office to create a new taxonomy and automated classification of search query terms and videos
 - > - Interested parties are core product for community and ads targeting for monetization - joint effort
 - > - New YT categories/subcategories to defined by next meeting
 - >
 - > *Sales Updates *
 - >
 - > - Product requests weekly reports for RFPs, pipeline, and officially booked items
 - > - *Suzie, Alex, Jeff D. to tackle this issue*
 - >
 - > *Sales Asks*
 - >
 - > - Need mocks for official Q4 roadmap (e.g. new YVA, Promote Your Video, InVideo Ads Creator, Adsense experiments)
 - > - Brainstorming auction process for packages (e.g. evolution of dance) that may eventually evolve into a product
 - > - Contests Gadget policies defined
 - > - Community teams can use for house promotion when there is a monetization opportunity
 - > - BD team cannot use these for partner brand channels
 - > - International team can use these for promotion
 - > - Customized gadgets for vertical brand channels (Lab Pixies)
 - > - need management buy-off
 - >
 - >
 - >
 - >
-